

AMENDMENTS TO THE SPECIFICATION

In the Specification at page 19 line 6, please place this text at the end of the line.

User's entered information like name, address, credit card information, etc. that are related to transactions between the end user and Dynamic Servers. The Virtual Server always functions as a go in between the end-user and the Dynamic Servers.

In the Specification at page 38 line 2, please enter the word -- be -- just before the word -- dynamic.

In the Specification at page 62 line 16, please strike the word -- Also, instead -- and replace it with the word -- Instead.

In the Specification at page 63 line 14, please strike the word -- "This" -- and replace it with the word -- "These".

In the Specification at Page 63 line 15, please strike the word -- "Content" -- and replace it with the word -- "Contents".

In the Specification at Page 63 line 19, please strike the word -- with VNRI --- and replace it with the word -- within VNRI.

In the Specification at Page 65 line 4, please place this text at the end of the line.

It can be a hotlink instead of “iframe” tag, and once the hotlink is activated a popup window will display the content from VNRI.

Please add this new paragraph at page 69 after line 11 and before line 14.

The idea is that there are at least two contents. A receiving content (target content) and its objects are used as the input means for a search algorithm to search other(s) content(s) and find at least one other content that has a relationship with the targeted content, then render the found content(s) with the target content.

With regard of end user previously viewed contents. VNRI can use the target content’s objects and search the end user previously viewed content’s object and locate at least one that has a relationship with the target content. Next, it will use the located content’s object (previously view content) to search other(s) content(s) at VNRI and retrieve at least one that has a relationship with the end user previously viewed content, and once found, the last content from VNRI will be rendered into the target content. For instance, the target content has the words “fishing” and “expedition”. One of the end user previously viewed content has the words “fishing” and “trip”. One other content at VNRI has the words “trip” and “California”. The first match between the target content and the end user previously viewed content happens with the word “fishing” and the second match happens with the word “trip”. The matches can be partial matches, synonymous match, singular/plural matches, etc.

Other means for rendering content to the target content can be used as well, and they can be an end user's pre-set/profiling information (they are explained at "CUSTOMIZED WEB SITES (CONTENTS)") and used in conjunction with end user's previously view page or alone. In the previous example, VNRI can insert/render into the target content page with other contents/e-commerce related to "fishing" and based on the end user's location. If the end user lived in San Francisco, CA., information about fishing sites, e-commerce about fishing related products in the San Francisco and the surrounding areas could have been rendered into the target content page as well.

There are many ways of parsing content's page objects (words) to be used by search algorithms and they are well known to those skilled in the art of search engines. A very basic one will be mentioned here for the purposed of review and clarification. Words like "a", "the", "of", "then", etc. are removed and words with any relevance are sorted based in the number of times they appear on a content page from highest to lowest. Then the search algorithm can decided which ones it will use for the search, and it can be based upon if it appears more frequently or if appears less frequently on the content page, the word becomes a candidate. Still another way that is based on N number of times a word appears on the content page. The search algorithm will decide which word to use and will be based upon if the word appears N times or more or N times or less. There are still other ways, like, if the word is in bold, italics, underline, within a non-displayable tag element, etc. the word is automatically chosen by the algorithm. Throughout our explanation, the word content has been used and it can be of any kind of known content including, but not limited to: text, audio, video, articles, images, advertisings, etc.

Please replace the paragraph at page 76 lines 1-8 with the following better-revised paragraph.

~~Many more arrangements can be created and incorporated in this invention. While it has been fully described in connection with the illustrated embodiments, it will be appreciated and understood that modifications may be made without departing from the true spirit and scope of the invention. We've used the term e-malls and e-shops all along but instead of e-mall, it can be called e-portal and instead of e-shops, it can be a combination of e-shops and e-services. Also, the arrangements presented can be used individually or in any combination thereof. Furthermore, this invention will allow the creation of a worldwide virtual environment.~~

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Although the present invention and its advantages have been described in detail, it should be understood that various changes, substitutions and alterations can be made herein without departing from the spirit and scope of the invention as defined by the appended claims. Moreover, the scope of the present application is not intended to be limited to the particular embodiments of the process, machine, manufacture, composition of matter, means, methods and steps described in the specification. As one of ordinary skill in the art will readily appreciate from the disclosure of the present invention, processes,

machines, manufacture, compositions of matter, means, methods, or steps, presently existing or later to be developed that perform substantially the same function or achieve substantially the same result as the corresponding embodiments described herein may be utilized according to the present invention. Accordingly, the appended claims are intended to include within their scope such processes, machines, manufacture, compositions of matter, means, methods, or steps. Also, the arrangements presented can be used individually or in any combination thereof.